



+ Petitioning Communications Director, Chick-fil-A

Chick-fil-A: Stop Bullying Small Business Owners



by **Jeff Weinstein**
Montpelier, VT

Sign this petition

with 36,919 supporters



Outside U.S.?

Why is this important to you? Optional

SIGN

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Vermont's **EAT MORE KALE** is a small, eco-friendly t-shirt business with a mission to promote sustainable food messages. The company's sole proprietor, Bo Muller-Moore, has used the EAT MORE KALE logo in his t-shirt designs for more than 10 years, and he recently applied for a federal trademark on his business name. A federal trademark would block other artists from copying his design (which has happened in the past) and protect the livelihood he's worked so hard to build.

But if Chick-fil-A, a multi-million dollar fast food company, has its way, Muller-Moore won't be able to protect his business. The Corporate Goliath has threatened to block EAT MORE KALE's trademark attempt and shut the business down. Chick-fil-A uses the slogan "Eat Mor Chikin," and it alleges that EAT MORE KALE confuses CHICK-FIL-A customers and dilutes its multi-million dollar industry.

This isn't the first time that Chick-fil-A has bullied this small business. Back in 2006, the fried chicken giant's lawyers sent Muller-Moore a cease-and-desist letter, ordering him to stop using the EAT MORE KALE logo and send Chick-fil-A all of his t-shirts. After Muller-Moore obtained legal counsel of his own, Chick-fil-A backed down.

This is a clear case of corporate bullying, and we won't tolerate it! Muller-Moore is a small business owner that supports sustainable agriculture--he is no threat to a multi-million dollar fast food company, and he has a right to pursue his livelihood.

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with 36,920 supporters

13,080 NEEDED



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Sign this petition demanding that Chick-fil-A stop blocking EAT MORE KALE's federal trademark. It's time we take a stand against corporate bullying.

Petition Letter

Greetings,

I just signed the following petition addressed to: To:
CHICK-FIL-A's Management Team.

Please quit blocking EATMOREKALE.COM's federal trademark application.

This petition is against corporate bullying. Vermont's own EAT MORE KALE is a small, quirky family business. The business's owner, Bo Muller-Moore, makes one-at-a-time, hand-printed t-shirts that express support for local agriculture and community farmers' markets. EAT MORE KALE is attempting to secure a federal trademark for the business name they've been using for more than ten years.

But Corporate Goliath fast food chain CHICK-FIL-A has threatened to block their attempt and shut them down, alleging that EAT MORE KALE confuses CHICK-FIL-A customers and dilutes their multi-million dollar industry.

Bo Muller-Moore makes eco-friendly t-shirts that support sustainable agriculture--his business is no threat to a multi-million dollar fast food company.

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Please stop your corporate bullying of small businesses.
Please immediately halt your actions to block EAT MORE
KALE's federal trademark.

Sincerely,

[Your name]

Supporters

Reasons for Signing


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Bo Muller-Moore montpelier, VT

10 months ago |  Liked 101

I'm signing this...cause my hand-printed t-shirt company based in Vermont (one man show..sole proprietor) is NOT confusing Chick-Fil-A's "chikin" eatin' customers. NOR am I diluting their ad campaign or affecting their profits. This is simply a case of Corporate Bullies.

Rachel Hooper Burlington, VT

10 months ago |  Liked 52

I am signing this because corporate greed should never be tolerated.

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Rob Smart Plainfield, Afghanistan

10 months ago | Liked 43

I've known Bo for years and have admired the work he does using t-shirts and art to deliver messages, e.g., "Eat More Kale." Bo is a great community member, parent, friend and small business owner, and he needs our help to preserve what he's worked hard to accomplish. Please sign this petition and ask others to do the same!

Ellen Berrios Brookline, MA

10 months ago | Liked 39

I'm signing this because it is silly and wrong. Who the hell is going to confuse fast food chicken with fresh, local kale?!

Ginger Osborne Philadelphia, PA

10 months ago | Liked 39

I don't even like kale but this is just fucked up.

More Reasons ▾

News

REACHED 30,000 SIGNATURES

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News

REACHED 30,000 SIGNATURES

Did you know the Governor of Vermont supports Team Kale?



by Jeff Weinstein

Petition Organizer

"Don't mess with our efforts (Chik-Fil-A) to create jobs, one job at a time"
- Governor Shumlin [Read more »](#)

REACHED 25,000 SIGNATURES

Chick-fil-A Responds



by Sarah Parsons

Organizer

Chick-fil-A recently issued a response to the campaign to protect "Eat More Kale," claiming that the multi-billion dollar fast food chain is "required to protect" its brand. Check out the statement below.
[Read more »](#)

REACHED 17,500 SIGNATURES

12,000 Demand Chick-fil-A Stop Bullying Vermont Small Business Owner



by Sarah Parsons

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13,080 NEEDED



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by Sarah Parsons

Organizer

More than 12,000 people have joined a popular campaign on Change.org demanding that fast food giant Chick-fil-A stop bullying a small business owner in Vermont.

Jeff Weinstein, of Vermont, started the petition on Change.org to help his friend, Bo... [Read more »](#)

REACHED 10,000 SIGNATURES

Thanks for your voice in EATMOREKALE.COM's cause.



by Jeff Weinstein

Petition Organizer

We originally posted a goal of 1,000 signatures- Thanks to supporters of the cause there are now almost 30,000 signatures. This issue can be resolved if CHICK-FIL-A simply quit bullying this small family-run business and allow EATMOREKALE.COM to trademark its name of more than ten years. CNN's Anderson Cooper 360 recently roasted CHIK-FIL-A (yes, pun intended) and featured them on his RidicuList. Watch "CHIK-FIL-A battles t-shirt guy" here.. [Read more »](#)

REACHED 1,000 SIGNATURES

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FIL-A battles t-shirt guy" here.. Read more »

REACHED 1,000 SIGNATURES

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English (United States)

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